THE first Esso War Map, published in 1942 fighting everywhere, an entirely different type of and still available on request, featured trans- map is needed in order to follow the strategy of portation routes by sea, air, and land throughout the Allies as it develops from day to day throughthe world. At that time logistics—the transpor- out the world. Esso Marketers have therefore tation and supply of men and war materials- prepared two special war maps designed to fit

global warfare. Some twenty-five years ago a prominent English geographer, Sir Halford J. Mackinder, pub-lished certain novel theories as to the influence map that is required for the best general picture of geography on history and more particularly of World War II. With air power taking the lead on military history. Instead of considering the in warfare, continents today mean nothing. The world in the conventional manner as divided into protective isolation of the oceans has vanished. ing of one principal land mass surrounded by minutes' flight from Africa. Australia is only a water and scattered islands. This main body in- few hours by bomber from Asia. cludes what we are accustomed to call Europe, On the other hand, high-speed transportation Asia and Africa, and to it he gave the name by air, rail, and road have placed a new value

German political geographers of the 1920's safe from bombs. seized on Mackinder's ideas and twisted them to
This latest Esso map has taken these features believed to have been very strongly influenced to the Aleutians.

do not exist, canals, and oil pipe lines, of which of some sort.

Europe has very few.

miles = one inch) it is impossible to show all the at the edges of the map countries would be upplaces that are likely to appear in the news. side down or nearly so.

newspaper practice with these names. adopted by the U. S. Geographic Board. Thus way a Rumanian would write it. (For the prowe show the Russian city of **EDAHCK** as nunciation of several thousand place names see

In a very few instances where both native and University Press, New York, 1943, \$1.50.)

entirely new industrial centers that have been portation of military supplies. Some of these developed in the last two or three years. For in-routes are likely to be used commercially after stance, dozens of large new cities have sprung the war, and so we have felt it doubly important

was the United Nations' most pressing problem. the map needs of the moment. These are printed Now that Americans are in the thick of the here back to back.

THE territory covered by the larger of these by the German version of Mackinder's ideas. two maps, on the other side, may seem unusual Hitler's efforts to gain control of Russia, first by to American eyes. It was selected because of the commercial alliance and then by the sword, foltotally different viewpoint called for by the new low the design for world conquest outlined by this English geographer.

continents, he looked at it realistically as consist-

World Island. (See "Democratic Ideals and on control of vast areas of land. The fastnesses Reality" by Sir Halford J. Mackinder, repub- of the Urals, inaccessible until recently, have belished, 1942, by Henry Holt and Company, come a safe arsenal for the Russian front. Manchuria becomes a manufacturing center for He asserted that any country which became Japan. Even Germany came to depend more and master of Eastern Europe could control this more for supplies on Austria, Czechoslovakia, World Island and eventually the entire world. and Hungary because they were temporarily

suit their purpose. They established an Institute into consideration. And it presents on one sheet of Geopolitics and spent huge sums of money of paper and on the best possible scale all the gathering data all over the world to implement fighting fronts past, present, and future from these theories. Hitler's plan of world conquest is Norway to New Guinea and from North Africa

FORTRESS EUROPE

HITLER'S attempt to turn Europe into a self- As explained in the first Esso War Map, a supporting fortress calls for a much more projection is an orderly method of depicting the detailed map of that area. We have, therefore, surface of a sphere, the earth, on a flat surface prepared another map of Europe and North such as this sheet of paper. Numerous projections Africa on which are shown as many as possible are available, each having certain advantages, of the strategic places and features which have depending on the area of the earth to be shown, been or will be subject to attack. These include the purpose for which the map is to be used, and ports of embarkation and debarkation, industrial the amount and kind of distortion permissible, and administrative centers, railroads and rail- for you must remember that a sphere cannot be road junctions, overland routes where railroads developed into a flat surface without distortion

For the World Island map, since it encom-Many of the places named on this detailed passes two thirds of the earth's circumference, we map may seem unfamiliar and unimportant, but have adopted the same Miller projection used sooner or later they are likely to flash into the for the previous Esso War Map, on which its headlines because they are the seats of airplane advantages are set forth. On the other hand, the or tank factories, munition plants, chemical map of Europe presents a different problem, works, oil refineries or power plants, or because since it includes only a small part of the earth's they may offer a toehold for invasion. surface. Here it is possible to use a conventional Airline distances between important strategic projection that involves only slight distortion of and industrial centers and along potential inva- shape and distance. However, if this same prosion routes have been computed, and sailing dis- jection, so excellent in its place, were used for the tances are shown on the principal supply routes. World Island, the distortions would become very Even on a map of Europe on this scale (150 great—and annoying to the user. For example,

THOSE FOREIGN NAMES

THE spelling of names on maps of foreign Anglicized versions are in common use we show. countries is always a difficult problem for a both as in Smyrna (Îzmir); Iran (Persia). mapmaker, particularly where the native names Many languages, although they use the same are written locally in characters different from Roman letters as the English alphabet, have adours. On these Esso Maps the policy is to use the ditional letters to represent certain sounds. Thus, Anglicized form of the name wherever one exists. Niš in Yugoslavia is pronounced Nish. The Polish Thus Leghorn is given instead of the Italian letter "?", not to be confused with "l", is proname Livorno, Munich instead of the German nounced most nearly like the English "w", for München, Dublin instead of Baile Atha Cliath. example Białystok, pronounced Byah-wis-tohk. In other words, we follow customary American In order to avoid the clumsy makeshift of turning these additional letters into English letters hav-The vast majority of names, however, have ing the same sound, we have used the spellings never been Anglicized. Where the characters are that appear on native maps of these countries, the same as ours, we follow the accepted local including accents and diacritical marks. Thus spelling. Where the characters differ, we trans- Constanta, Rumania, might be spelled phoneticliterate phonetically according to the rules ally in English as Constantsa, but that's not the

GEOGRAPHY FAR FROM STATIC

GLOBAL war has brought thousands of unfa- lovsk and Chelyabinsk, near Tashkent in Cenmiliar places into the news. These Esso War tral Asia, and in the Kuznets Basin in Siberia. Maps show them. Also the exigencies of war These are important permanent additions to the have caused new cities to be built in hitherto geography of the world. thinly populated sections. Our mapmakers have New routes have had to be developed through gone to great pains to show the location of many Africa, Russia, Iran, and China for the trans-

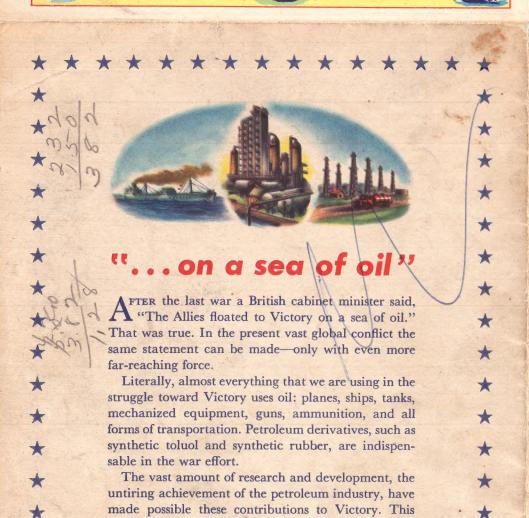
"War Words" by W. Cabell Greet, Columbia

up in the Ural Mountain region around Sverd- to include them on this Esso Map. (Continued at far right)

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same research, this same development, this same achievement will be directed to civilian use and a better standard of living for the world when peace comes.

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rivers have been found practical, although long as Minhow; Seyhan, Turkey, as Adana. believed nearly impossible. To aid ships using these routes a great number of Arctic Stations boundaries. Apart from the temporary changes have been established and are shown on our due to enemy occupation, there are a number of maps. These are completely equipped meteoro- boundary claims, especially in Central Europe, logical posts for gathering weather information which will take years to adjust. For the present not only for steamships and ice-breakers, but War Map we have felt it best to show all interalso for the numerous air-lines serving the far national boundaries in their pre-war locations. north. They are all radio-equipped, and some But for those who are interested, we print below serve as bunkering stations and anchorages. a special map showing principal boundary

The Arctic regions of Asiatic Russia have been matter of place names. Turkey, China, and extensively explored and developed in recent Russia have made wholesale changes in city years, and commercial steamship routes through names. Only the most recent maps show Perm, the Arctic Ocean and along the great Siberian Russia, correctly as Molotov; Foochow, China,

Another recent geographical change is in the changes in Central Europe since 1938.



PEACE CONFERENCE PROBLEMS

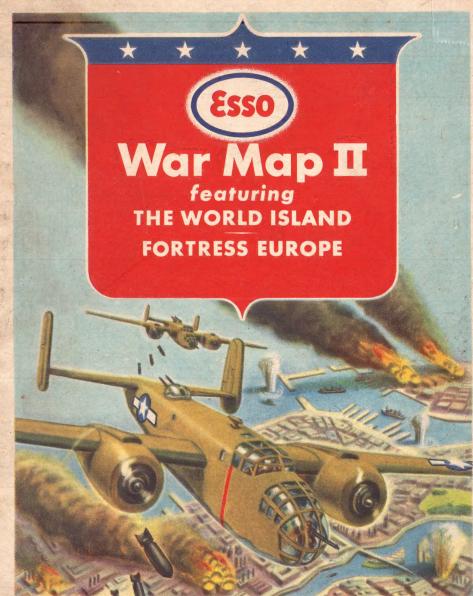
THE greatest problem awaiting the conference Among the new names that appear on this around the peace table at the end of World map are those of the recently established autono-War II is untangling the boundaries and terri- mous Soviet Republics-Estonian, Latvian, torial claims in Central Europe. There are claims Lithuanian, Karelo-Finnish, and Moldavian. and counter-claims, claims based on nationality, Two states have also been set up by the Axison language, on community of economic inter- Slovakia and Croatia. Theoretically sovereign est, on historical background, on the necessity independent states, they are actually puppets of for raw materials, and exits to the sea. Germany and are under military domination.

To give users of Esso War Map II a better The Governor Generalcy of Poland purports to understanding of this complex situation we show have some degree of autonomy, but is actually we solid lines on the man above the boundaries no more in as they existed on March 11, 1938 (the day before the Anschluss of Austria), and by dashed Parts of Yugoslavia have been formally anlines the boundary changes that have come about nexed by the Axis. Those which have not are since that date by other means than purely mili-indicated on the map as being occupied by Italy, tary occupation. In other words, boundaries that Germany, or Bulgaria. have some basis of treaty or legality. (It is of course understood that many of these changes are not recognized by the United Nations, and The face of the world is changing. Countries

that their ultimate validity is an open question.) have come—and gone. Boundaries have changed. Each of the disputed areas is overlaid by a Place names are different. New cities have sprung cross-hatching of the color of the country to up. New trade routes have been laid out. Diswhich it has been annexed, or which lays claim tances and natural barriers do not mean what to it. But it should be borne in mind that while they used to. As the world shrinks, our personal Bessarabia, for instance, has been legally incor- knowledge of it must be expanded. porated into the Moldavian S. S. R. by the U. S. We hope that the next Esso map we publish

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S. R., it is now militarily occupied by Germany. can be a Peace Map.



A second War Map edited, drafted, and printed by the makers of the well-known Esso Road Maps

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